

An aerial photograph of a city skyline at sunset. The sky is filled with soft, golden light, and the ocean is visible in the distance. The city features numerous high-rise buildings, some with balconies, and a mix of architectural styles. A prominent white text box is overlaid on the left side of the image, containing the title and subtitle in bold, black, sans-serif font. The overall mood is professional and aspirational.

NEGOTIATION BASICS

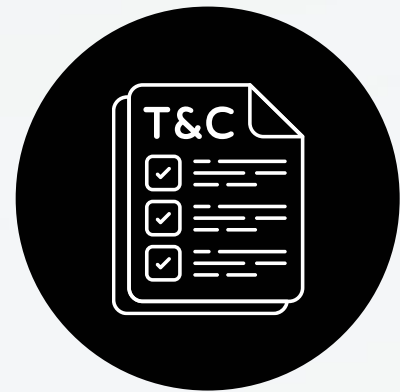
MASTERING THE ART OF NEGOTIATION

EXPECTATIONS

What we are expected to Influence



Purchase Price



Terms of Sale



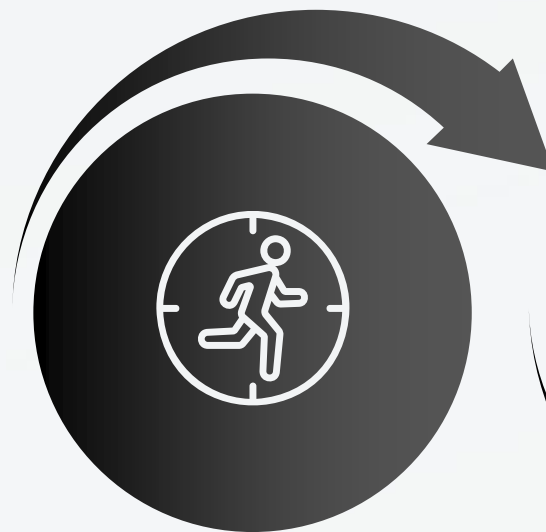
Contract Conditions



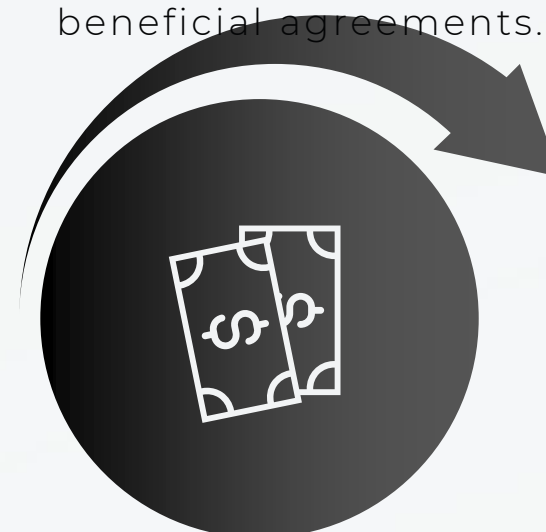
UNDERSTANDING NEGOTIATION PRINCIPLES

Preparation

Thorough research and planning before negotiations starts by of understanding of market trends, client needs, and potential obstacles.



Being adaptable to changing circumstances and willing to explore alternative solutions increases the likelihood of reaching mutually beneficial agreements.



Flexibility



Communication

builds rapport and facilitates agreement on terms and conditions.

Mutual Respect

Respecting the perspectives and interests of all parties involved in negotiations promotes cooperation and facilitates productive discussions.

PREPARATION FOR NEGOTIATION



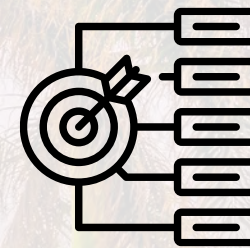
Researching

Conduct thorough research on current market trends, including property values, recent sales data, and market conditions.



Client Needs

Understand client needs and preferences to align negotiation objectives with their goals and priorities.



Clear Objectives

Define clear objectives and priorities before entering negotiations, such as target sale price, desired terms, and non-negotiable factors.

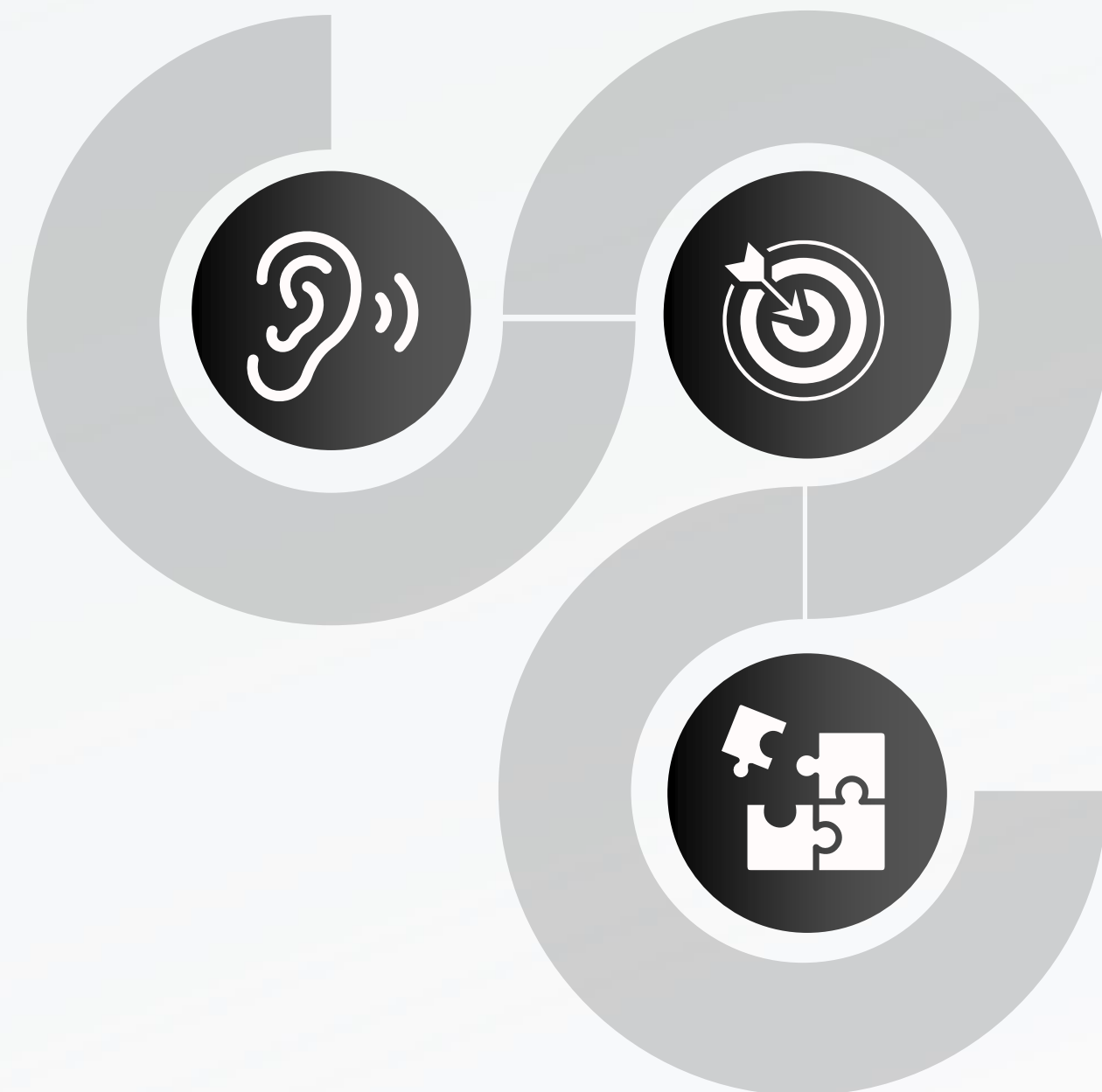


Anticipating

Identify potential objections or challenges that may arise during negotiations, such as pricing concerns or contract terms.

GOALS AND OBJECTIVES

- 01** Active Listening and Empathy towards the Other Party's Perspective:
- 02** Clear and Concise Communication of Goals and Expectations:
- 03** Building Rapport and Trust through Effective Communication:



IDENTIFYING A Win-win solution

Collaborative Negotiation



seeks outcomes benefiting both parties involved.

Creative Solutions



Encourage creative problem-solving by exploring alternative solutions that address the interests and needs of both parties.

Concessions & Maximizing Value



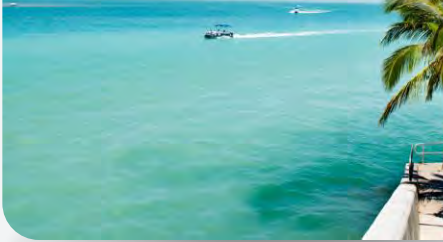
Strive for a balanced negotiation where concessions are made by both parties to achieve a fair and equitable agreement.

HANDLING DIFFICULT NEGOTIATIONS

**Strategies for
Managing
Emotions and
Maintaining
Professionalism:**

**Dealing with
Aggressive or
Unreasonable
Negotiators:**

**Leveraging Third-
Party Mediators or
Negotiation
Tactics to Resolve
Conflicts:**




QUESTIONS ?



Larry Singh

2024 President - Elect
Broward -Miami Board of Realtors

 Larrysinghre

 561-235-5570